Servus Place Quarterly Report

Third Quarter 2010

City of St. Albert
Servus Credit Union Place
Income Statement of Revenue and Expenditures
For the Period Ended September 30, 2010

	Q3 2010 Actual	Q3 2010 Budget	Variance	2010 YTD Actual	2010 YTD Budget	Variance	2010 Forecast Submission
Memberships	$ 567,118	$ 503,300	$ 63,818	$1,855,602	$1,763,200	$ 92,402	$ 2,450,300
Admission Fees	285,524	240,800	44,724	831,897	799,600	32,297	1,090,400
Lesson Fees	272,915	247,800	25,115	636,944	571,800	65,144	835,600
Rentals - Facility	280,468	316,800	(36,332)	1,084,556	1,056,300	28,256	1,549,100
Advertising/Sponsorship	136,186	136,800	(614)	404,188	410,700	(6,512)	553,500
Sale of Goods (Commission & Vending)	12,904	19,600	(6,696)	59,339	63,200	(3,861)	80,000
Miscellaneous Revenue	160	-	160	1,636	-	1,636	28,000
Total Revenue	**$1,555,275**	**$1,465,100**	**$ 90,175**	**$4,874,162**	**$4,664,800**	**$ 209,362**	**$ 6,586,900**
Personnel Costs	$1,050,608	$1,059,200	$ (8,592)	$3,053,419	$3,012,200	$ 41,219	$ 4,120,500
Contracted & General Services	147,134	187,000	(39,866)	475,358	549,000	(73,642)	727,600
Utilities	216,705	182,500	34,205	626,662	603,000	23,662	867,600
Materials, Goods & Supplies	94,740	118,300	(23,560)	261,013	327,000	(65,987)	403,500
Internal Debt Payments	-	-	-	-	-	-	-
Transfer to Reserves	7,872	5,100	2,772	36,717	17,000	19,717	52,600
Transfer to Operations - Aquatics	254,988	194,200	60,788	610,077	556,200	53,877	745,200
Transfer to Operations - Public Works	162,565	183,000	(20,435)	538,435	549,000	(10,565)	732,100
Total Expenditures	**$1,934,612**	**$1,929,300**	**$ 5,312**	**$5,601,681**	**$5,613,400**	**$ (11,719)**	**$ 7,649,100**
Net Surplus (Deficit)	**$(379,337)**	**$(464,200)**	**$ 84,863**	**$(727,519)**	**$(948,600)**	**$ 221,081**	**$(1,062,200)**
Recovery Rate	80%	76%	4%	87%	83%	4%	86%
Cost Centre 3171 (from Recreation)							
Total Revenue	$ 83,137	$ 85,800	$ (2,663)	$ 298,997	$ 309,900	$ (10,903)	$ 458,400
Total Expenses	32,842	35,000	(2,158)	98,856	102,100	(3,244)	132,300
Operating Surplus (Deficit)	**$ 50,295**	**$ 50,800**	**$ (505)**	**$ 200,141**	**$ 207,800**	**$ (7,659)**	**$ 326,100**
Total Operating Surplus (Deficit)	**$(329,042)**	**$(413,400)**	**$ 84,358**	**$(527,378)**	**$(740,800)**	**$ 213,422**	**$ (736,100)**

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The Servus Place deficit for the third quarter (Q3) 2010 is $379,337. The recovery rate for the third quarter is 80%. The YTD deficit is $727,519 bringing the cost recovery rate to 87%.

Revenue Analysis

Total revenue for Q3 2010 is $1,555,275. Total revenue variance for Q3 2010 is $90,175 (6.2%) above budget projections.

- Memberships are above budget projections by $63,818 (12.7%).
- Admission Fees are above budget projections by $44,724 (18.6%).
- Lesson Fees are above budget projections by $25,115 (10.1%).
- Rentals - Facility are below budget projections by $36,332 (-11.5%)
- Advertising/Sponsorship is below budget projections by $614 (-0.4%)
- Sale of Goods (Commission & Vending) is below budget projections by $6,696 (-34.2%)
- Miscellaneous Revenue is above budget projections by $160

Total revenue for YTD 2010 is $4,874.162. Total revenue variance for YTD 2010 is $209,362 (4.5%) above budget projections.

- Memberships are above budget projections by $92,402 (5.2%).
- Admission Fees are above budget projections by $32,297 (4.0%).
- Lesson Fees are above budget projections by $65,144 (11.4%).
- Rentals - Facility are above budget projections by $28,256 (2.7%)
- Advertising/Sponsorship is below budget projections by $6,512 (-1.6%)
- Sale of Goods (Commission & Vending) is below budget projections by $3,861 (-6.1%)
- Miscellaneous Revenue is above budget projections by $1,636.

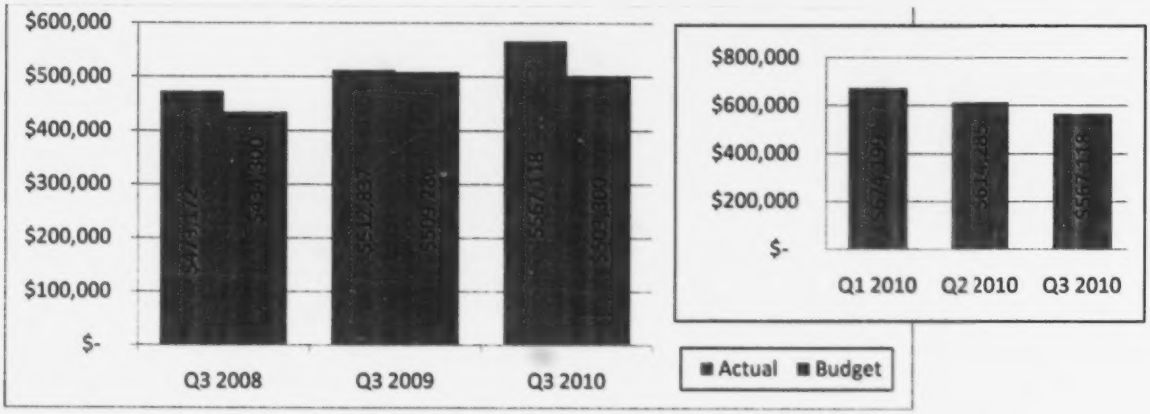
Membership

Memberships	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	2010 YTD Actual	2010 YTD Budget	2010 YTD Variance
Adult	2,499	2,535	2,681	2,378	303	2,950	2,778	172
Child	932	601	470	777	-307	499	907	-408
Family	1,467	1,836	2,095	1,416	678	2,128	1,654	474
Senior	437	509	604	447	157	691	522	169
Student	350	422	485	304	182	513	355	158
Youth	428	371	356	387	-31	362	453	-91
Total Members	6,112	6,275	6,691	5,709	982	7,143	6,668	475
Total Membership Units	4,955	4,826	5,037	4,594	443	5,463	5,366	97
Corporate Memberships	1,572	1,876	2,070			2,070		
Membership Revenue	**$ 473,172**	**$ 512,837**	**$ 567,118**	**$ 503,300**	**$ 63,818**	**$1,855,602**	**$1,763,200**	**$ 92,402**

Membership revenue for Q3 2010 is $567,118 which is 12.7% above budget and 10.6% above the third quarter of 2009.

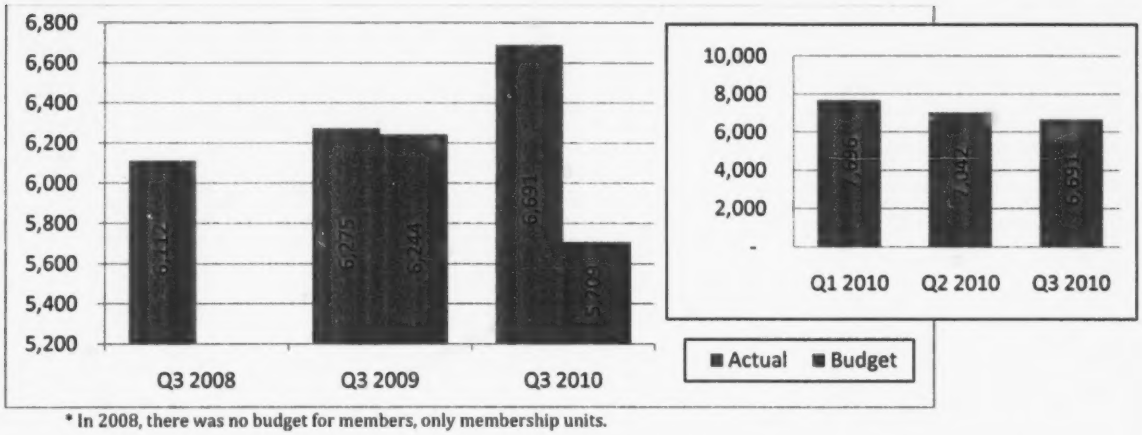
There were 2,070 corporate members in Q3 2010, which is a 10.3% increase over Q3 2009. The corporate members in Q3 2010 make up 30.9% of the total members.

Membership Revenue



The Q3 2010 budget is based on a blended rate of $36.51. The actual blended rate for Q3 2010 is $37.53, which is an increase of $2.10 over the blended rate for Q3 2009 ($35.43).

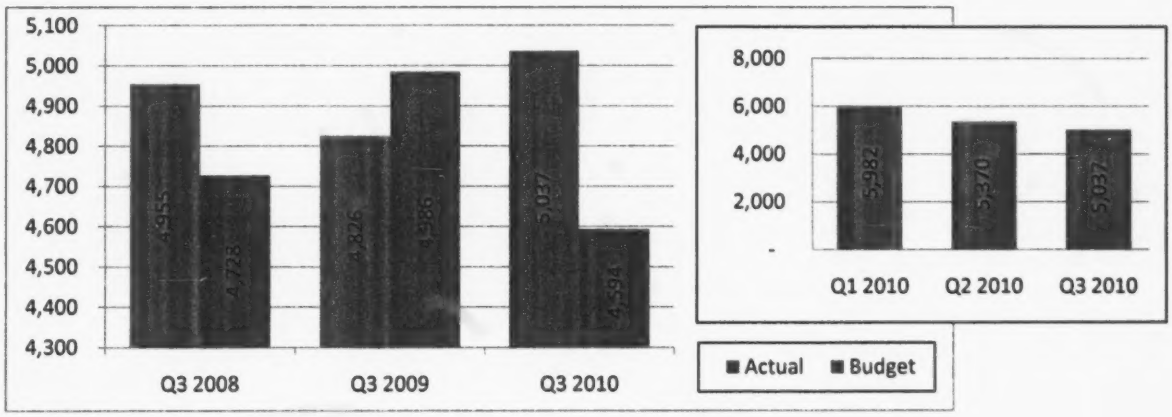
Total Members



* In 2008, there was no budget for members, only membership units.

In Q3 2010, there was an average of 6,691 members per month, which is 17.2% above budget and 6.6% above Q3 2009. The largest variance is in family memberships category which is 47.9% over budget for Q3 2010.

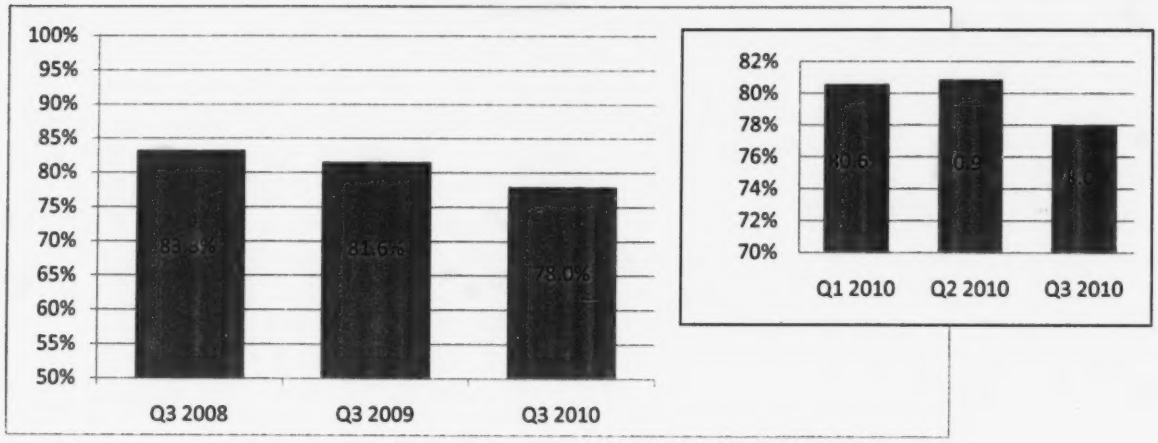
Membership Units



Membership units for Q3 2010 are 5,037, which is 9.6% above budget and 4.4% above Q3 2009. The sight decrease in membership units from Q2 to Q3 2010 can be directly correlated to the transfer of individual child and youth members from individual categories to the family unit totals.

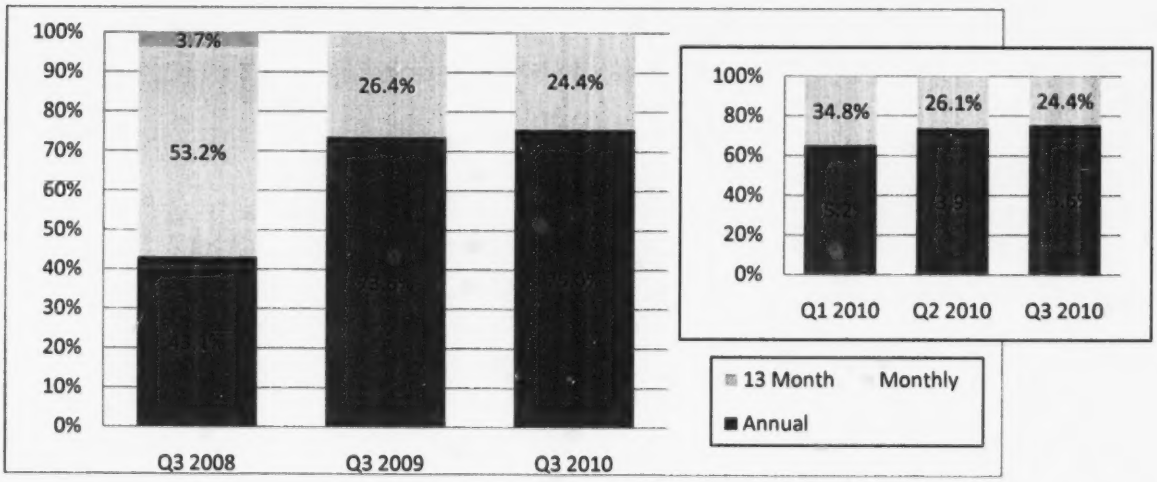
The average number of family membership units per month for Q3 2010 is 441, which equates to 4.8 individual members per family membership unit. Members are the number of individual people who have paid for access to the facility and membership units are the paid number of memberships (i.e.: 1 family membership unit could possibly equal 4 members).

Percentage of Members who are St. Albert Residents



In Q3 2010, the average percentage of members who are St. Albert residents is 78.0%.

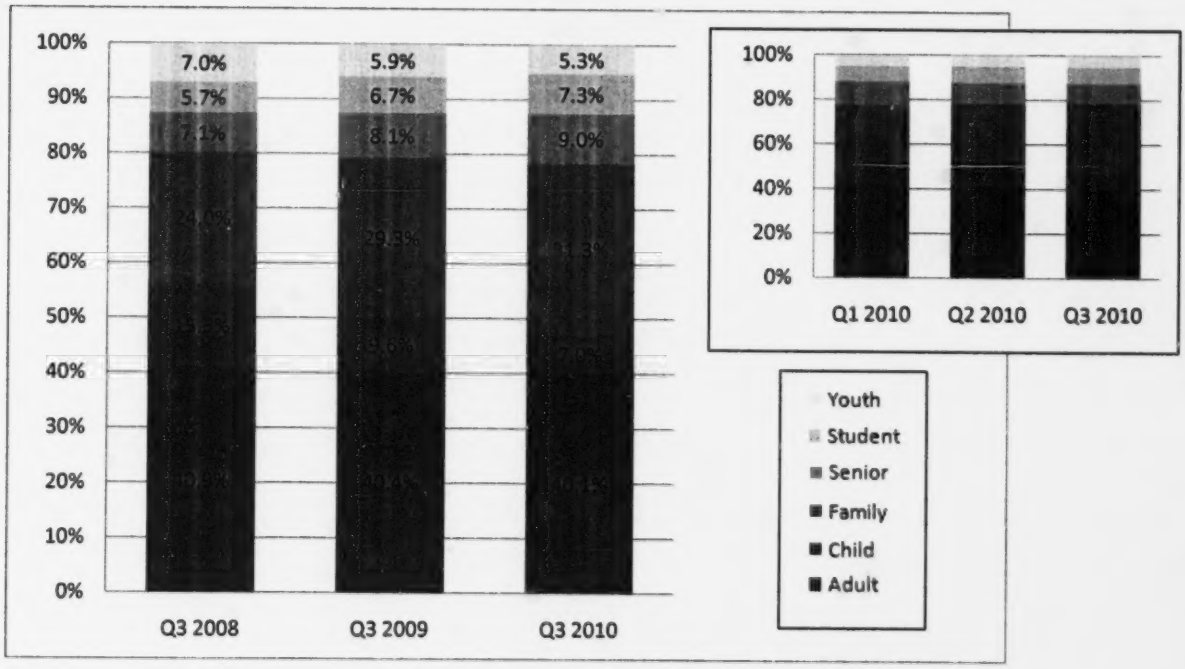
Members by Type



In Q3 2010, annual memberships accounted for 75.6% of the total memberships, a 2.0% increase over Q3 2009, and a 32.5% increase over Q3 2008. Annual memberships have seen significant growth over the last two years. Annual membership totals are the key indicators of sustained monthly revenues that contribute, as a large driver, to the facility financial model.

Annual members have increased over the course of 2010. This trend began in Q3 of 2008 following the implementation of the membership strategy to increase the annual membership base total as recommended by the 2008 Sierra Systems report.

Members by Demographic



In Q3 2010, there has been a 2.0% increase in the number of family members, a decrease in the number of child and youth members compared to Q3 2009. The change in demographic breakdown of memberships has resulted in an increased blended rate for the quarter.

Day Admissions

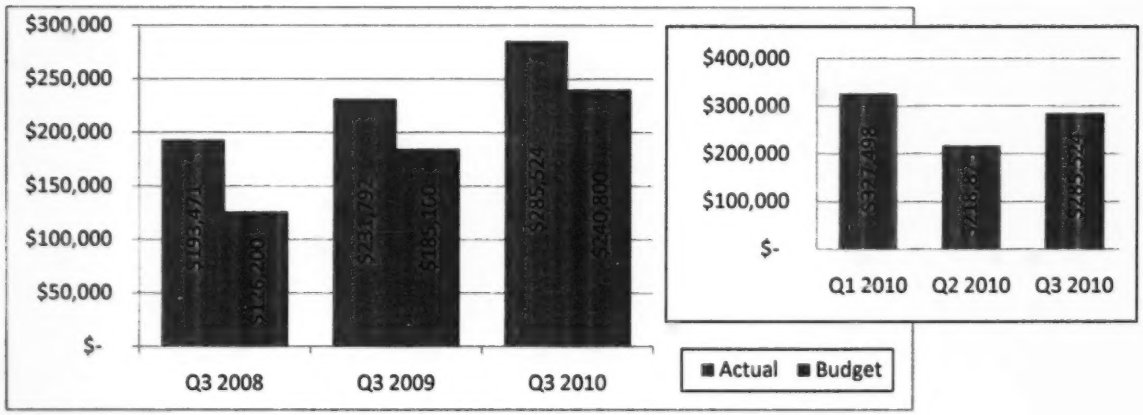
Day Admissions	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	2010 YTD Actual	2010 YTD Budget	2010 YTD Variance
Adult	8,149	9,359	11,050	10,681	369	33,414	35,294	-1,880
Child	11,832	12,776	15,799	12,207	3,592	45,523	40,336	5,187
Family	2,897	3,298	4,350	3,052	1,298	11,824	10,084	1,740
Senior	589	838	776	1,221	-445	2,428	4,034	-1,606
Youth	2,284	3,219	4,318	3,357	961	12,251	11,093	1,158
Total Paid Passes	**25,751**	**29,490**	**36,293**	**30,518**	**5,775**	**105,440**	**100,841**	**4,599**
Total Membership Swipes	57,882	64,758	75,927			275,817		
Total Day Uses	**83,633**	**94,248**	**112,220**			**381,257**		
Total Complimentary Passes	1,073	1,729	1,582			4,899		
Paid Pass Revenue	$ 185,274	$ 223,334	$ 277,252	$ 233,000	$ 44,252	$ 800,257	$ 768,000	$ 32,257
Childminding Revenue	$ 8,197	$ 7,220	$ 8,272	$ 6,800	$ 1,472	$ 31,013	$ 27,000	$ 4,013
Community Drop-In Prog. Revenue	N/A	$ 1,238	$ -	$ 1,000	$ (1,000)	$ 1,278	$ 4,600	$ (3,322)
Total Admission Fees Revenue	**$193,471**	**$231,792**	**$285,524**	**$240,800**	**$ 44,724**	**$ 831,897**	**$ 799,600**	**$ 32,297**

* As of July 2010, discounted rate offered to St. Albert school groups of 50% child and 40% youth no longer applies as per the Servus Place Review recommendation. St. Albert Schools now received the large group discount of 10%.

In Q3 2010, day admission revenue is $285,524 which is above budget by 18.6% and 23.2% above Q3 2009.

The paid pass blended rate for Q3 2010 is $7.63 against a budget blended rate for Q3 of $7.64. This blended rate represents the average admission price per pass.

Day Admission Revenue



Servus Place has experienced steady growth in day admission revenues over the past three years. Day admissions continue to be strong for 2010 at 4.6% above budget year to date, and 18.9% above budget for Q3.

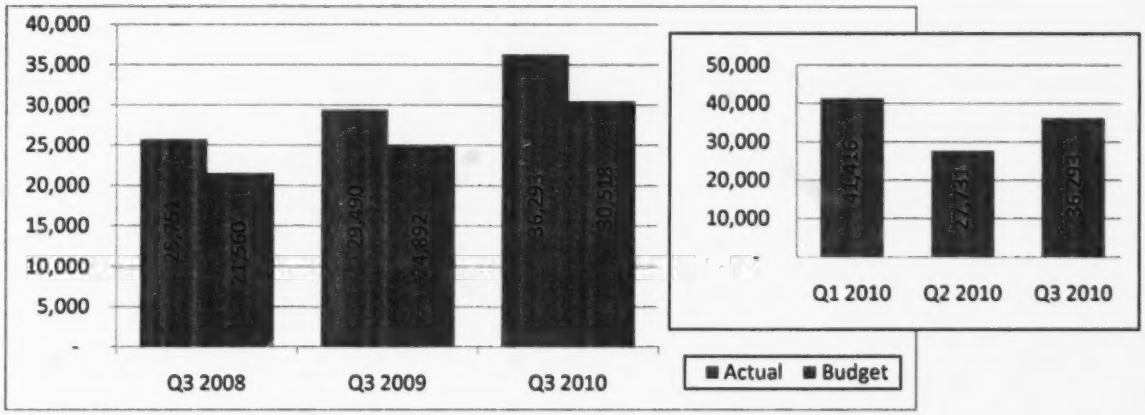
This quarter also experienced very strong child and family use with child paid passes 29.4% over budget and family paid passes 42.5% over budget.

Servus Place Day Admissions Postal Code Breakdown for Q3 2010	Q3 2009	Q3 2010
Edmonton	25%	20%
Morinville	4%	2%
Refused	15%	4%
Outside Alberta	1%	1%
St. Albert	46%	65%
Sturgeon	1%	1%
Other Areas of Alberta	8%	6%
Total	100%	100%

* Other areas of Alberta includes Stony Plain, Fort Saskatchewan, Sherwood Park, Spruce Grove and various locations around Alberta.
**Servus Place began tracking postal codes in May of 2009, therefore the comparison to 2009 is only for May and June.

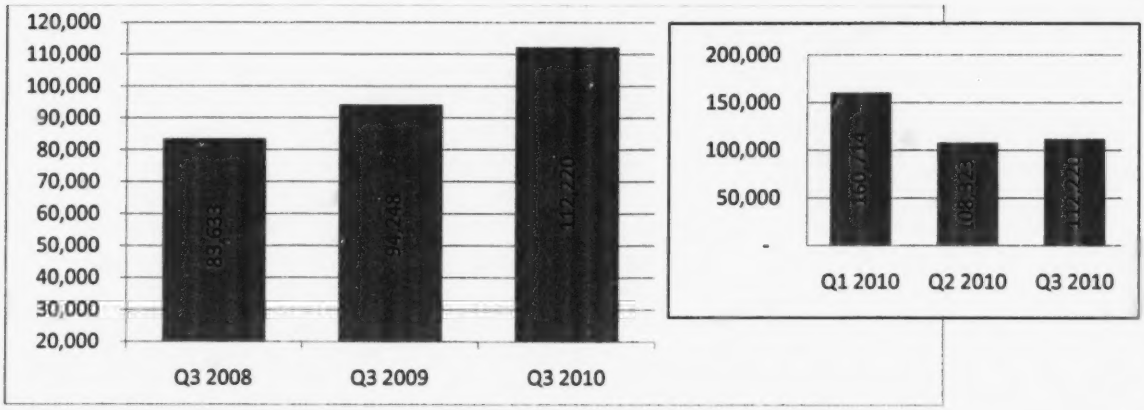
In Q3 2010, 65% of the day users were from St. Albert, a significant increase of 19% from Q3 2009. There has been a decreased in the percentage of Edmonton day admissions, from 25% to 20% and the number of postal codes that were refused, from 15% to 4%, resulting in a more accurate representation of where the day users are coming from. All other areas have remained relatively consistent.

Paid Day Passes



In Q3 2010 total paid day passes are 36,293, which is 18.9% above budget and 23.1% above Q3 2009. The average number of paid day admissions in Q3 was 394 per day.

Total Day Uses



Total day uses for Q3 2010 were 112,220, which is 19.1% over Q3 2009, for an average of 1,220 uses per day. Day uses include both paid day passes and membership swipes.

The highest admission days for the quarter were July 12 (1,845 users), July 13 (2,039 users), July 19 (2,008 users) and August 12 (1,812 users).

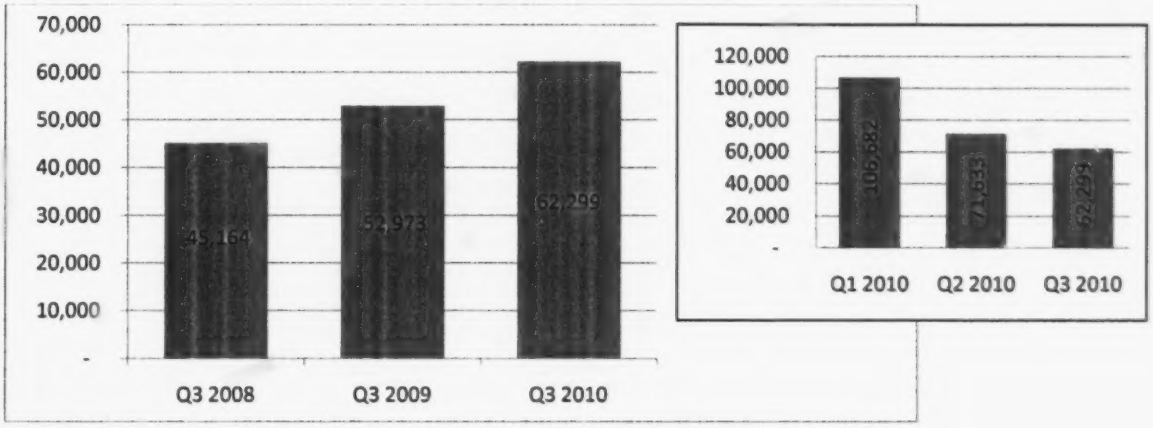
Fitness & Wellness Centre

Fitness & Wellness Centre	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	YTD 2010 Actual
Fitness Centre Users	45,164	52,973	62,299	240,614
Daily Average of Fitness Centre Users	491	590	680	879

In Q3 2010, there were 62,299 fitness centre users, which is 17.6% above Q3 2009 and 38.0% above Q3 2008.

Historically, the usage of the Fitness & Wellness Centre reduces slightly in the summer months however the Fitness Centre has achieved strong participation totals throughout Q3 especially during the peak usage times of 8-11am and 4-8 pm. This trend is a strong indicator of overall participant commitment during the summer and early fall months that may lead to strong participation totals for the last quarter of the year.

Fitness Centre Users

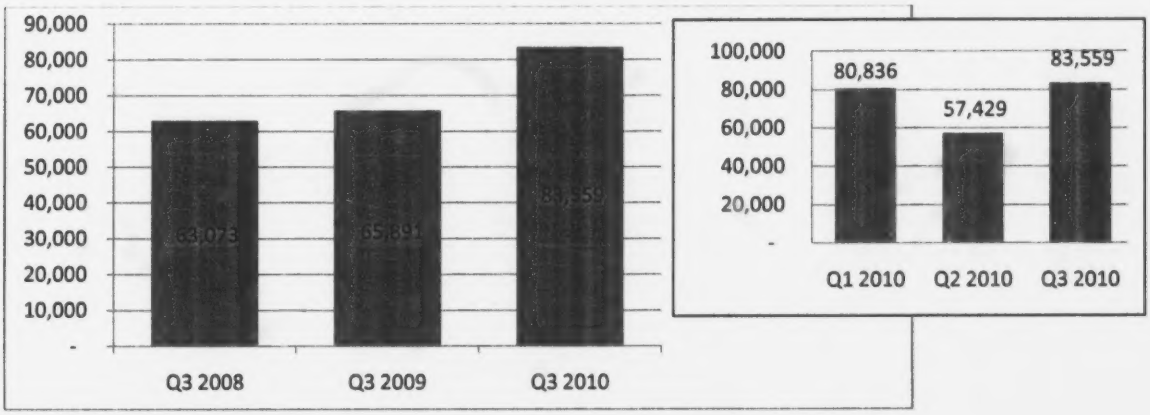


Landrex Water Play Park

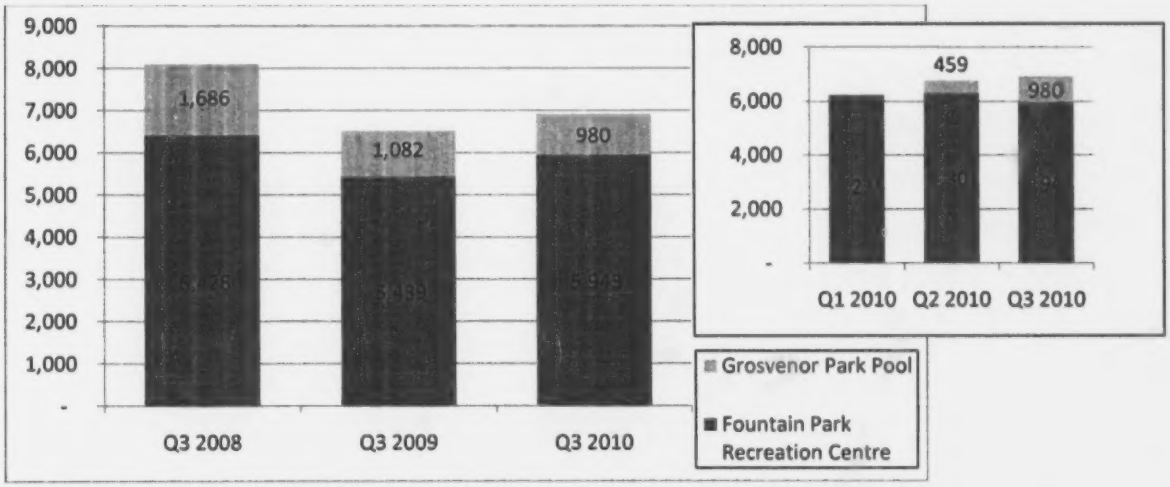
Water Play Centre Use	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	YTD 2010 Total
Water Play Centre Users	63,073	65,891	83,559	221,824
Daily Average	N/A	715	928	822
Servus Place Annual Member Swipes at FPRC	6,426	5,439	5,943	18,479
Servus Place Annual Member Swipes at Grosvenor	1,686	1,082	980	1,439
Total	**8,112**	**6,521**	**6,923**	**19,918**

In Q3 2010, there were 83,559 users of the Water Play Centre, an increase of 26.8% from Q3 2009. The highest attendance days were July 13 with 1,548 users, August 12 with 1,616 users and September 11 with 1,603 users.

Actual Water Play Park Users



Servus Place Annual Member Swipes at Fountain Park Recreation Centre and Grosvenor Park Pool



In Q3 2010, member uses were recorded at 5,943 at Fountain Park Recreation Centre. Grosvenor Park Pool had 980 users in Q3. This is a 9.3% increase in member swipes at Fountain Park and a 9.4% decrease at Grosvenor Pool from the third quarter of 2009.

Lesson Fees

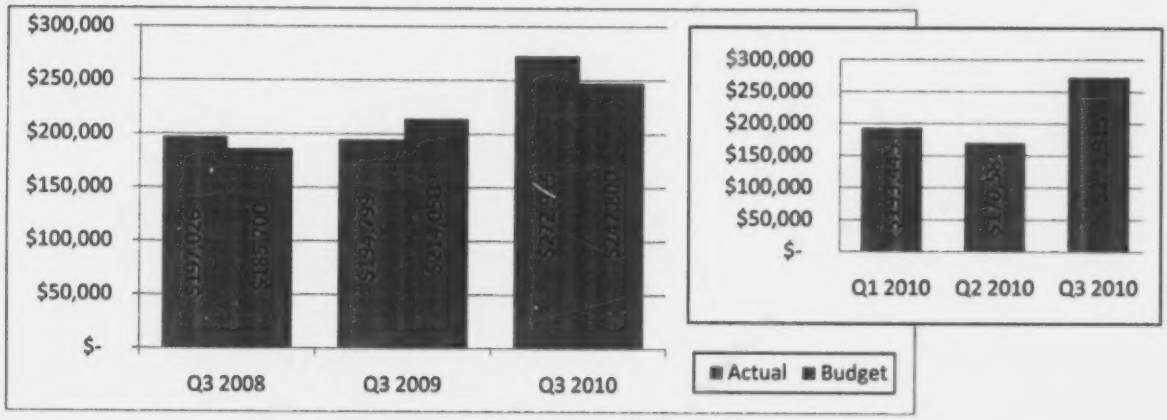
Lesson Fees	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
Fitness	$ 70,250	$ 74,384	$ 99,607	$ 64,400	$ 35,207	$ 378,366	$ 284,600	$ 93,766
Recreation	$ 143,800	$ 120,415	$ 173,308	$ 183,400	$ (10,092)	$ 258,578	$ 287,200	$ (28,622)
Net Revenue	**$ 214,050**	**$ 194,799**	**$ 272,915**	**$ 247,800**	**$ 25,115**	**$ 636,944**	**$ 571,800**	**$ 65,144**

Overall lesson fee revenue is $272,915 which is 10.1% over budget.

Fitness program revenues were strong for the Q3, continuing the trend of significant increases in program revenues. This revenue variance can be attributed to a strong base of core programs combined with a strong variety of new program options.

Recreation program revenues are under budget for both Q3 and YTD due to lower than anticipated program registrations and overstated revenue targets from previous years.

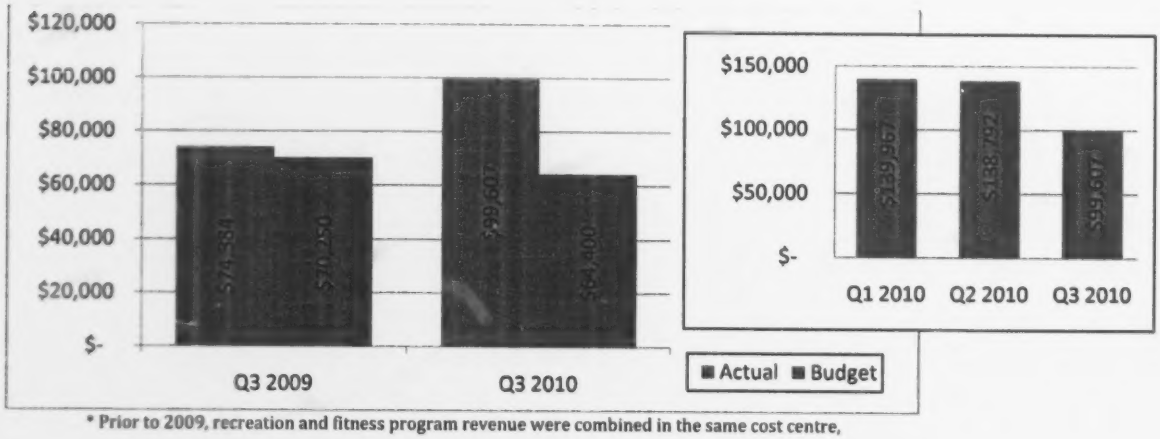
Lesson Fees Revenue



Fitness Programs

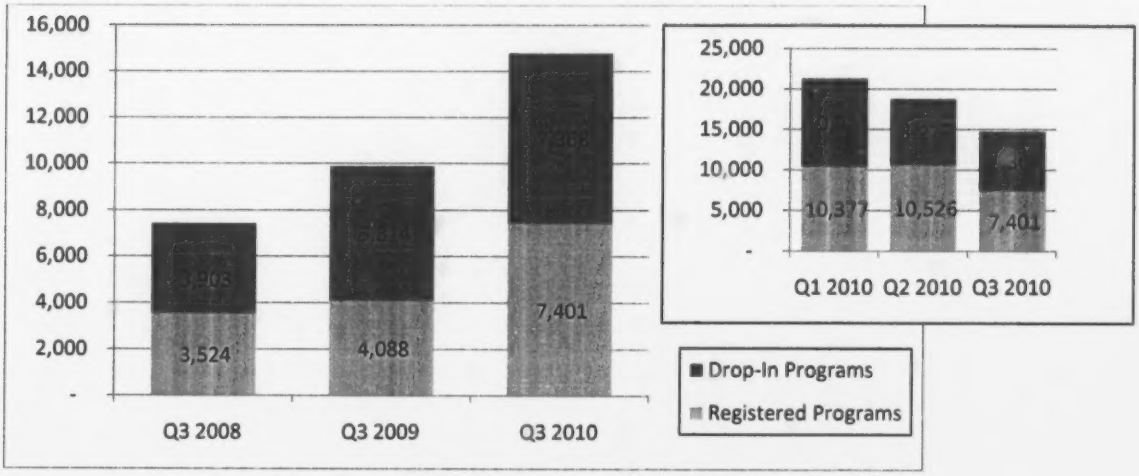
In Q3 2010 fitness program revenue is $99,607 which is 54.7% above budget and 33.9% over Q3 2009. This variance can be attributed to a consistent compliment of quality core programs, combined with an expanding variety of specialty classes. The overall volume of classes are up for registered classes, which is building upon a historical strong reputation for high quality program provision.

Fitness Program Revenue



* Prior to 2009, recreation and fitness program revenue were combined in the same cost centre,

Fitness Program Participants



This quarter continued to see strong participation numbers in all fitness programs with an overall increase of 52.9% over Q3 2009. This is attributed to both a greater number and compliment of program offerings.

The number of registered program participants for this quarter increased 81.0% over Q3 2009 and 110.0% over Q3 2008. Popular registered fitness programs in Q3 2010 include the Bigger Loser, Last 10 Pounds, all early morning bootcamps, Registered Spin and Spinesis.

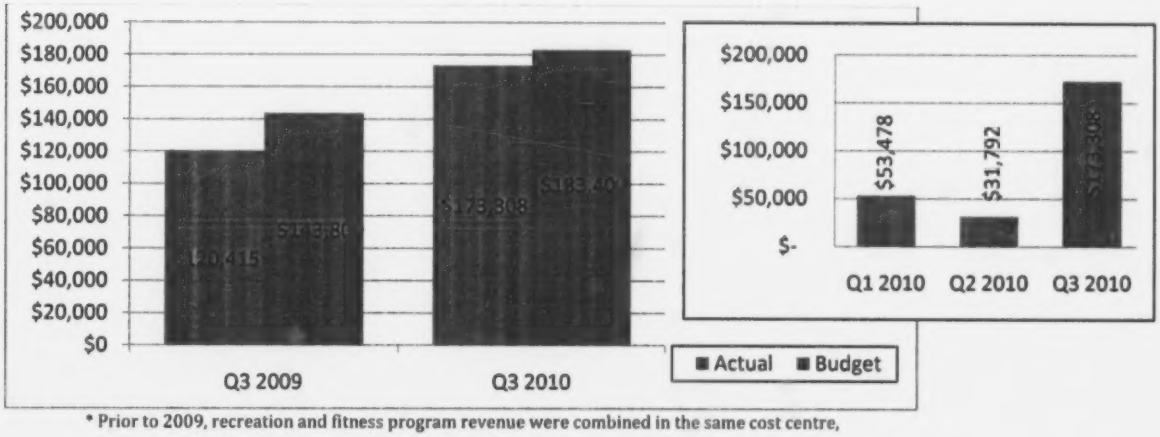
Drop-in program participants are also very strong for the quarter with drop-in participants 26.7% over Q3 2009 and 88.8% over Q3 2008. Popular drop-in fitness programs in Q3 2010 include all spin classes. Kickbox Bootcamp and Steps, Sets & Reps. The decrease in participation numbers from Q1 to Q3 is based on the seasonal usage trends.

A sport performance partnership was established this quarter between Servus Place and St. Albert Soccer Association to provide seven teams with dry land pre-season group soccer sport conditioning.

Recreation Programs

Recreation program revenue for Q3 2010 is $173,308, which is 5.5% below budget. This variance is due to both lower than anticipated summer community camp participation and the budget inherited in 2009 of cost centre 3150 amalgamated with 3166 and the associated revenue targets. These overstated budget revenues are being addressed within the 2011 budget submission process.

Recreation Program Revenue



* Prior to 2009, recreation and fitness program revenue were combined in the same cost centre,

Servus Place Recreation Programs

Twelve "Leaders in Training" from the community provided over 420 hrs of volunteer support and experience in July, for all the participants in our summer camps.

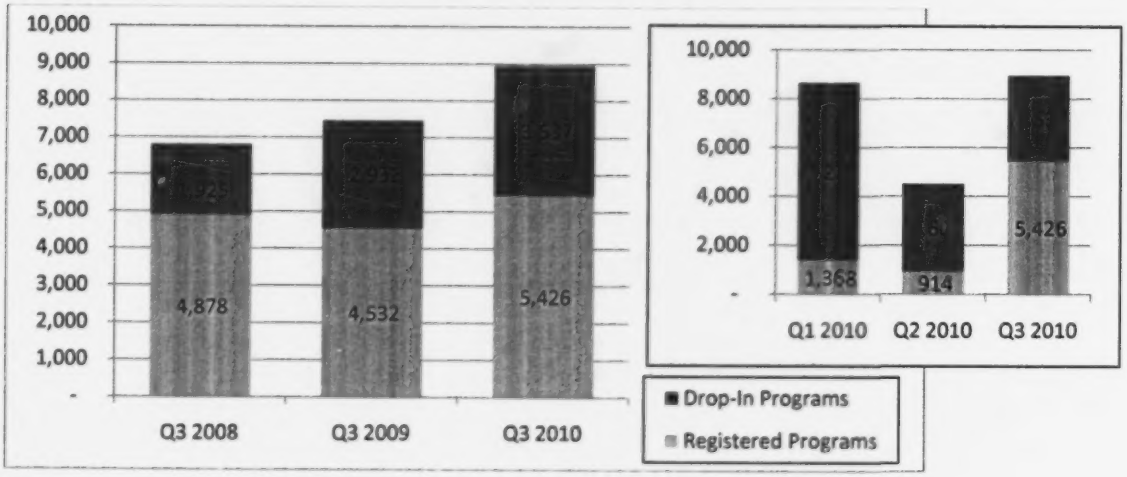
Summer camp participation ended with strong numbers. There were 1,124 campers, ranging from preschool aged children to youths, for an overall average of 78% capacity. Summer camp revenues were correspondingly strong with sports oriented camps and girl specific camps in particular being well attended.

This summer also saw the implementation of a sport specific summer camp geared towards skill development which was a partnership with Challenger Soccer out of the United Kingdom.

Popular Servus Place drop-in recreation programs for July and August include adult and youth shinny, youth basketball as well as the use of the indoor inflatable structures. For September, Parent & Tot, public skating, 50+ shinny and adult shinny were the most popular drop-in programs.

Popular Servus Place registered recreation programs in July and August include all girl only camps, preschool aged camps, sport specific camps and cooking camps. For September, Active Preschool, Coffee and Crayons and the new Fit Preschool program were the most popular registered programs.

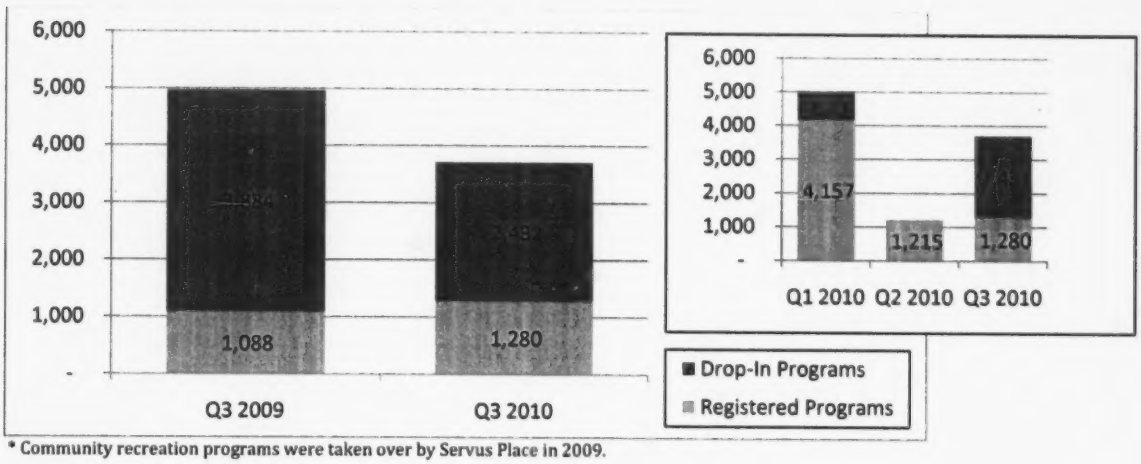
Participants in Servus Place Recreation Programs



Community Recreation Programs

The most popular community recreation programs were the Doodles and Play & Learn.

Participants in Community Recreation Programs*



* Community recreation programs were taken over by Servus Place in 2009.

This quarter saw a large decrease of community recreation drop-in participants compared to Q3 2009. This variance is due to the closure of Kinex Arena for renovations from March – September 2010, therefore, there was no public skating offered during that time and preschool learn to skate that normally begins in September was pre-empted. Additional public skates were offered at Servus Place to accommodate the temporary loss of skating at Kinex Arena and the Learn to Skate program operated with one less month of program this year.

Rentals

Facility Rental Revenue	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
Arenas	$198,700	$ 211,724	$ 181,312	$ 205,900	$(24,588)	$ 588,482	$ 588,400	$ 82
Fieldhouses	$ 5,313	$ 18,997	$ 14,375	$ 19,000	$ (4,625)	$ 195,078	$ 165,500	$ 29,578
Gyms	$ 1,975	$ 1,684	$ (1,122)	$ 1,700	$ (2,822)	$ 25,498	$ 20,200	$ 5,298
Meeting rooms	$ 8,307	$ 11,532	$ 23,195	$ 11,300	$ 11,895	$ 56,616	$ 35,100	$ 21,516
Leaseholders	$ 32,750	$ 39,819	$ 52,573	$ 68,400	$(15,827)	$ 167,663	$ 205,000	$ (37,337)
Parties	$ 3,802	$ 4,488	$ 2,263	$ 5,400	$ (3,138)	$ 14,501	$ 25,100	$ (10,599)
Refurbishment Charges*	$ -	$ -	$ 7,872	$ 5,100	$ 2,772	$ 36,717	$ 17,000	$ 19,717
Total	**$250,847**	**$288,244**	**$280,468**	**$316,800**	**$(36,332)**	**$ 1,084,556**	**$ 1,056,300**	**$ 28,256**

* In 2008 and 2009, refurbishment charges were not broken out separately but included in the rental revenue for each floorplate.

Third quarter overall rental revenues experienced a significant decrease in use and revenues from key traditional sources. In Q3, the majority of utilization was by non local and commercial clients while traditional sources reduced their overall pattern use of ice and dry floor space.

Leaseholder revenue will end the year under budget due to the fact that one lease space remained vacant until March 1 as well as the fact that the 2010 budget was set before the leases for Skybox Grill and Skybox Express were finalized.

In 2008 and 2009, refurbishment charges were included in the rental revenue for each floorplate. In 2010, the refurbishment charges are broken out separately from the rental revenue.

Q3 Events:

- Canada Day – July 1 – Events included temporary tattoos, flags and children's craft and draw for Servus Place prize pack
- Edmonton Oilers Hockey School – July 26 – Aug 14 – Over 700 individuals participated in 3 weeks of on and off ice instruction, meal programs offered by Skybox Grill. This is the fourth consecutive year that this camp was hosted at Servus Place.
- CTEC Traffic School – July 3, 4, 8, 9, 10, 11, 17, 18, 24, 25, 31 – Basic Motorcycle training offered in the North Servus Place parking lot. Saturday and Sunday are the primary training days which have expanded to operate on some Thursday and Friday sessions as well.
- Rockin' August – Drive-in - August 5 – This event was hosted by Rockin' August featuring the "Blast from the Past Outdoor Drive-In Movie" in the West Servus Place parking lot. The movie shown this year was the classic American Graffiti. A sold out parking lot at Servus Place, about 350 cars made a donation towards charity.
- Steel Hockey School - August 16 – 20 – Approximately 40 individuals participated in this event, held on Mark Messier Arena.
- Steel Training Camp - August 23 – 27
- Steel Exhibition Game vs. Sherwood Park - August 29
- Edmonton Oil Kings Preseason Tournament – Sept 3 - 5 – Competing teams from the WHL included Swift Current, Prince George and Medicine Hat, attendance over three days was approximately 3,500.
- St. Albert Tailgate Party and home opener – Sept 10 - St. Albert Steel Tailgate Party and home opener, outside BBQ for fans and supporters of the Steel prior to home opener, approximately 300 people attended.

- Steel Home Games – Sept 10, 11, 25, 29, 30
- Alberta 55 Plus Winter Games Toonie Breakfast and Volunteer Rally – Sept 18 - Volunteer awareness session and fundraising breakfast hosted approximately 150 people.
- Continental Cup of Curling Volunteer Rally – Sept 28 - Two evening sessions held to give an orientation for event volunteers and an opportunity to meet Games Directors and other volunteers. Volunteers registered, were accredited and then were fitted for their uniforms. There were 250 volunteers who attended.

Prime time hours effective September 1, 2009 are explained in the chart below:

	Prime Time		Non Prime Times	
Days of the week	Monday, Tuesday, Wednesday, Thursday, Friday	Saturday, Sunday	Monday, Tuesday, Wednesday, Thursday, Friday	Saturday, Sunday
Times	4:30pm – 11:00pm	7:00am – 11:00pm	11:01am – 4:29pm	11:01am – 6:59am

Arena

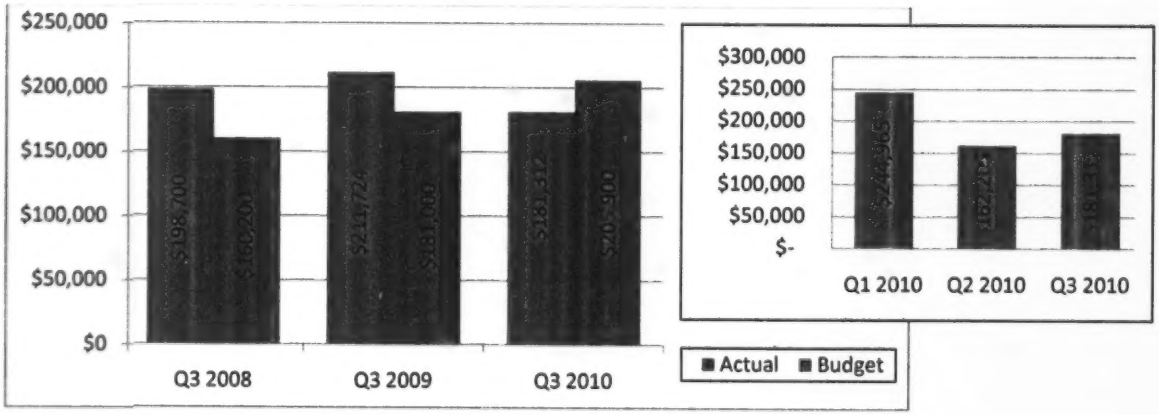
Arena	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	2010 YTD Variance
Hours rented	1,922	1,877	1,638	1,707	-69	5,762	5,401	361
Hours programmed/maint	136	204	772	606	166	2,616	1,997	619
Total hours used	2,058	2,081	2,410	2,313	97	8,378	7,398	980
Total hours available	5,002	4,685	5,101	5,098	3	15,223	14,988	235
% Utilized Total	**41%**	**44%**	**47%**	**45%**	**2%**	**43%**	**49%**	**-6%**
Prime time hours rented	1,202	1,101	993	1,575	-582	4,088	4,469	-381
Prime time Hours programmed/maint.	88	144	387	365	22	1,088	1,129	-41
Prime time hours used	1,290	1,245	1,380	1,940	-560	5,176	5,598	-422
Prime time hours available	2,665	2,588	2,535	2,535	0	7,544	7,701	-157
% Utilized Prime Time	**48%**	**48%**	**54%**	**77%**	**-22%**	**99%**	**73%**	**26%**
Revenue	**$198,700**	**$211,724**	**$181,312**	**$205,900**	**$(24,588)**	**$588,482**	**$588,400**	**$ 82**

* In 2008 and 2009, refurbishment charges were not broken out separately but included in the rental revenue for each floorplate.

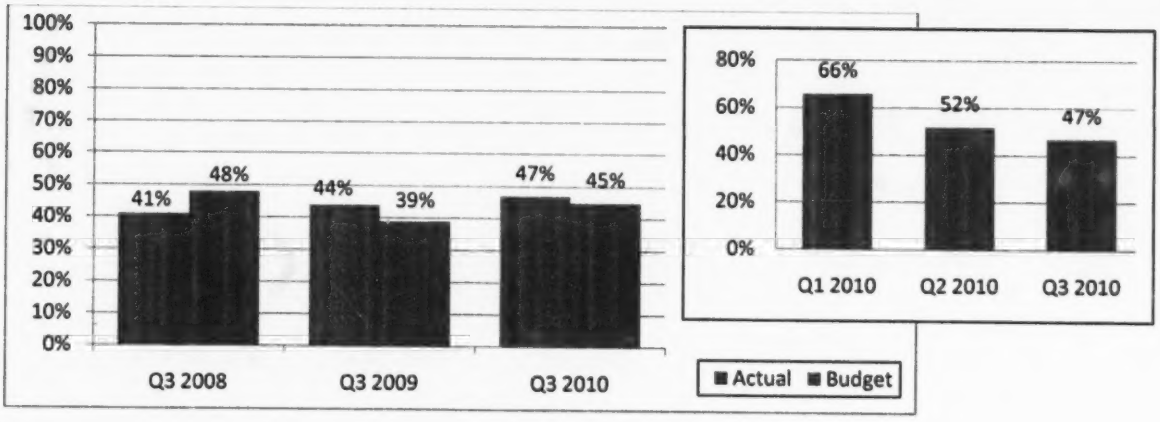
The variance in arena revenue is due to lower than anticipate arena use in August July and September. Higher revenues earlier in the year bring the Q3 revenue for arenas in line with budget. Q4 2010 is anticipate to be comparable to Q4 2009, ending the year on budget.

In 2008 and 2009, refurbishment charges were included in the rental revenue for each floorplate. In 2010, the refurbishmert charges are broken out separately from the rental revenue.

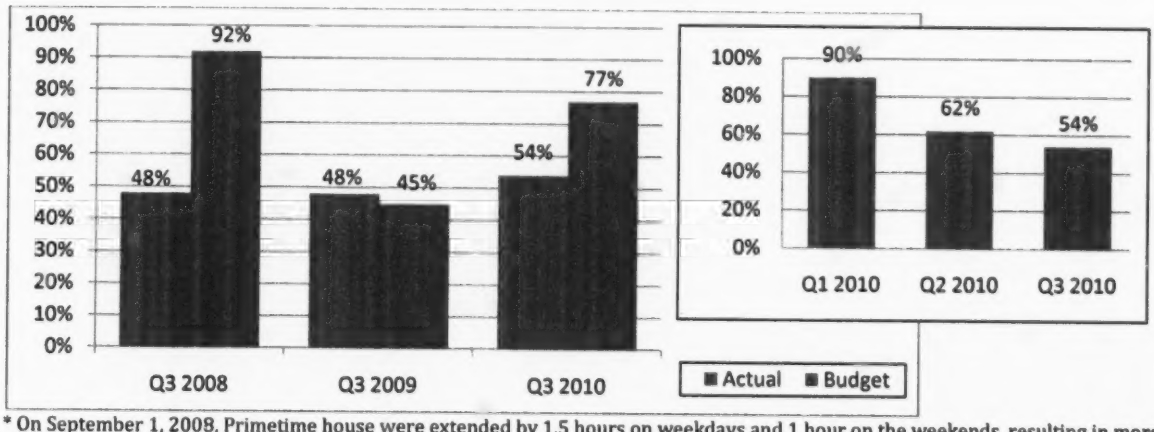
Arena Rental Revenue



Arena Total Utilization



Arena Primetime Utilization



* On September 1, 2008, Primetime house were extended by 1.5 hours on weekdays and 1 hour on the weekends, resulting in more primetime hours available and lower utilization.

Fieldhouses

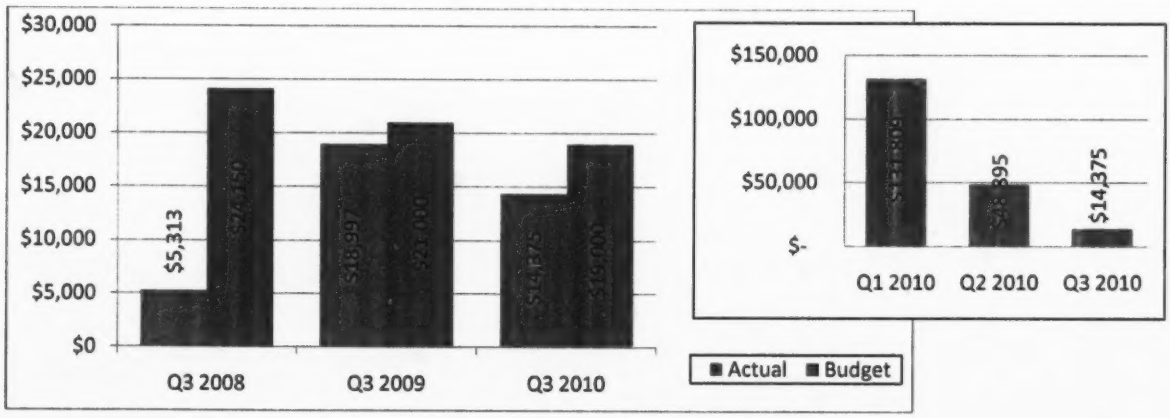
Fieldhouse	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	2010 YTD Variance
Hours rented	302	495	367	495	-128	2,764	2,587	177
Hours programmed/maint.	1,882	723	1,224	723	501	1,963	1,463	500
Total hours used	1,687	1,218	1,591	1,218	373	4,727	4,050	677
Total hours available	3,051	3,107	3,229	3,182	47	9,662	9,446	216
% Utilized Total	**55%**	**39%**	**49%**	**38%**	**11%**	**27%**	**43%**	**-16%**
Prime time hours rented	206	226	253	226	27	2,292	1,985	307
Prime time Hours programmed/maint.	110	309	242	309	-67	463	667	-204
Total Prime time hours used	315	535	495	535	-40	2,755	2,652	104
Prime time hours available	1,527	1,708	1,705	1,708	-3	4,994	4,820	174
% Utilized Prime Time	**21%**	**31%**	**29%**	**31%**	**-2%**	**34%**	**55%**	**-21%**
Revenue	**$ 5,313**	**$ 18,997**	**$ 14,375**	**$ 19,000**	**$ (4,625)**	**$195,078**	**$165,500**	**$ 29,578**

* In 2008 and 2009, refurbishment charges were not broken out separately but included in the rental revenue for each floorplate.

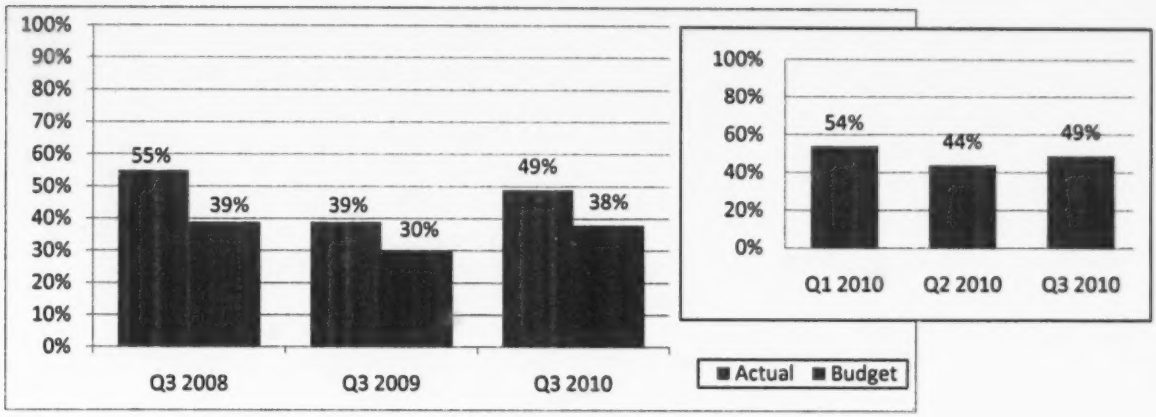
The north fieldhouse is heavily utilized by programming for summer camps resulting in high utilization. Revenue for these hours is realized under program revenue.

The variance in revenue for fieldhouses is due to less demand by traditional users of field houses for dry floor space as part of their camps. YTD fieldhouse revenue is above budget after Q3 and it is anticipated to finish the year above budget.

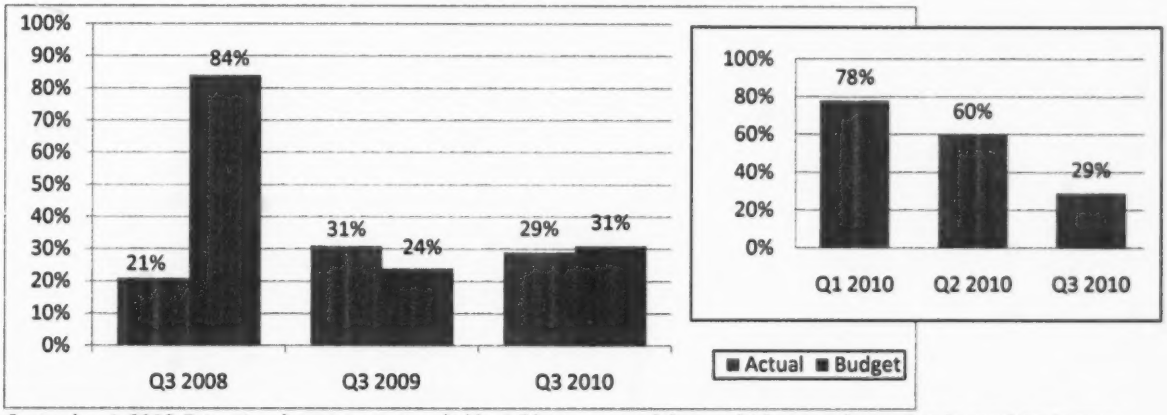
Fieldhouse Rental Revenue



Fieldhouse Total Utilization



Fieldhouse Primetime Utilization



* On September 1, 2008, Primetime house were extended by 1.5 hours on weekdays and 1 hour on the weekends, resulting in more primetime hours available and lower utilization.

Gyms

Gymnasiums	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	2010 YTD Variance
Hours rented	59	33	147	33	114	813	532	281
Hours programmed/maint.	1,036	1,195	1,064	1,195	-131	2,607	3,076	-469
Hours of spontaneous use	2,041	1,454	2,012	1,714	298	5,895	5,771	124
Total hours used	3,135	2,682	3,223	2,682	541	9,315	8,493	822
Total hours available	4,614	4,363	4,614	4,363	251	13,689	13,270	419
% Utilized Total	**68%**	**61%**	**70%**	**61%**	**8%**	**53%**	**64%**	**-11%**
Prime time hours rented	55	32	114	32	82	593	456	137
Prime time Hours programmed/maint.	300	516	449	516	-67	1,468	1,511	-44
Prime time hours of spontaneous use	1,168	820	1,478	1,123	354	3,363	3,269	94
Total Prime time hours used	1,523	1,368	2,040	1,671	369	5,423	5,237	187
Prime time hours available	2,202	2,459	2,890	2,459	431	7,534	7,171	363
% Utilized Prime Time	**69%**	**56%**	**71%**	**68%**	**3%**	**65%**	**73%**	**-8%**
Revenue	**$ 1,975**	**$ 1,684**	**$ (1,122)**	**$ 1,700**	**$ (2,822)**	**$ 25,498**	**$ 20,200**	**$ 5,298**

* In 2008 and 2009, refurbishment charges were not broken out separately but included in the rental revenue for each floorplate.

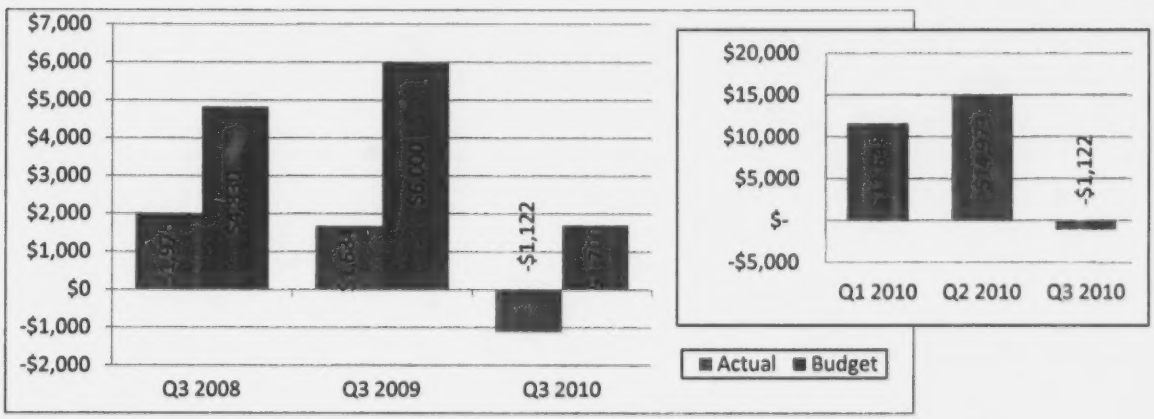
Gymnasium rental revenue shows a negative variance for Q3 due to rental adjustments pertaining to Q1. YTD gymnasium revenue is over budget by 20%.

Gymnasium rental revenue is limited due to the availability of only one court for booking and limited demand from groups during the summer months. Gymnasium rental revenue is only brought in on rental hours. Programmed, maintenance and spontaneous use does not bring revenue directly into facility rentals. Revenue for these hours is realized under program revenue or viewed as a benefit of membership or day admission.

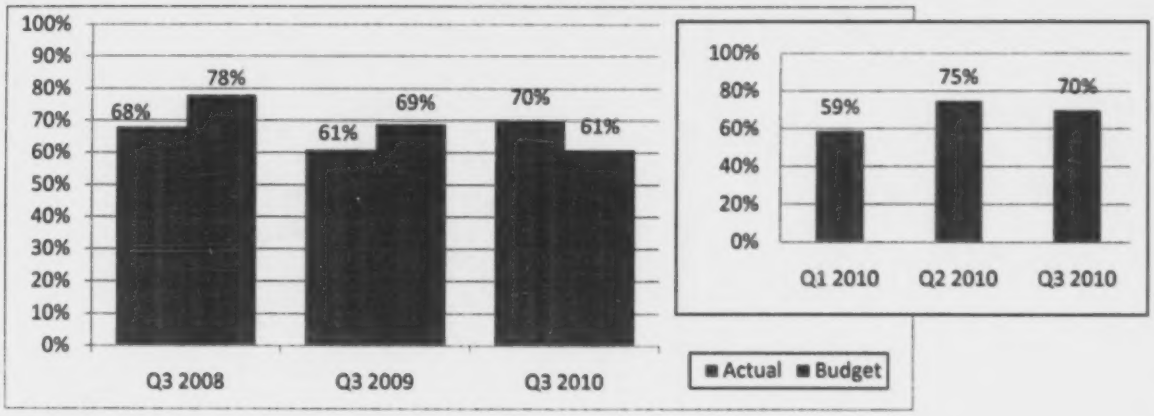
As membership and day admissions grow, there is increased use of the gymnasiums for drop-in and spontaneous activities. At times use of all three courts is required for spontaneous use.

Previously, when a party booking booked the gymnasium or meeting room, the revenue for that booking was recorded under "Parties", now that revenue will now appear under the floor plate that is being booked.

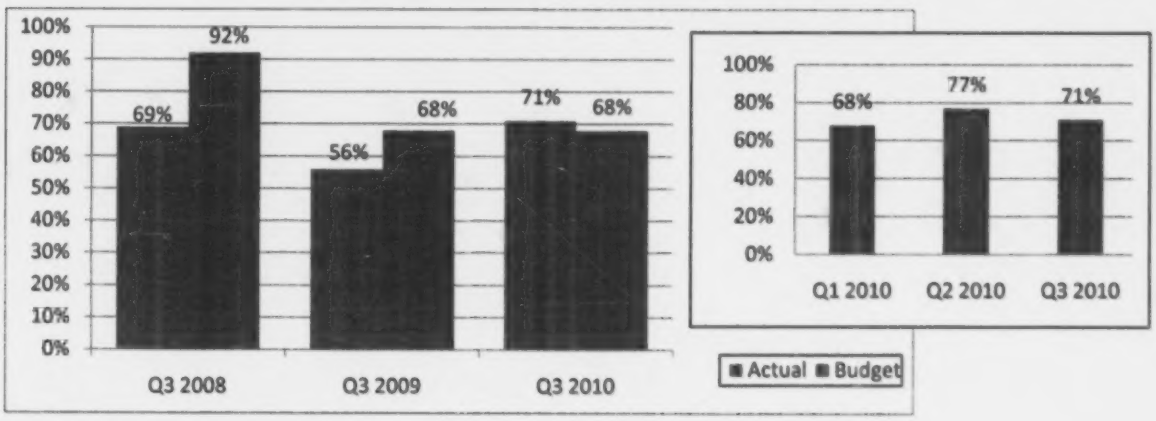
Gymnasium Rental Revenue



Gymnasium Total Utilization



Gymnasium Primetime Utilization



Advertising, Fundraising and Sponsorship

Advertising, Fundraising and Sponsorship Inventory	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
Total Spaces Sold	N/A	N/A	118	137	-19	120	137	-17
Total Complimentary Spaces	N/A	N/A	8	0	8	9	0	9
Total Internal Spaces	N/A	N/A	10	0	10	10	0	10
Total Spaces Used	139	**135**	136	137	-1	139	137	2
Total Space Available	197	**197**	204	197	7	200	197	3
% of Space Used	**71%**	**68%**	**67%**	**70%**	**-3%**	**69%**	**70%**	**0%**

* Previous to 2010, Servus Place was using a different method of tracking advertising spaces, therefore there is only a comparison for the total spaces used and total available spaces.

Complementary spaces are those given in kind to community groups and sport partners, e.g. St Albert Ringette.

Q3 2010 Advertising Inventory

Advertising Fundraising and Sponsorship Inventory	Performance Arena	Mark Messier Arena	Troy Murray Arena	Sarasota fieldhouse	Pizza 73 fieldhouse	Community Gym	Information Boards	LCD Screens	Akinsdale Arena	Total
Total Spaces Sold	29	21	19	13	12	3	1	4	17	118
Total Complimentary Spaces	2	1	2	0	1	0	0	0	3	9
Total Internal Spaces	2	1	0	1	2	0	0	3	1	10
Total Spaces Used	**33**	**23**	**21**	**14**	**15**	**3**	**1**	**7**	**21**	**136**
Total Space Available	57	29	29	22	22	4	6	7	29	205
% of Space Sold	**57%**	**78%**	**71%**	**62%**	**70%**	**67%**	**11%**	**100%**	**72%**	**67%**

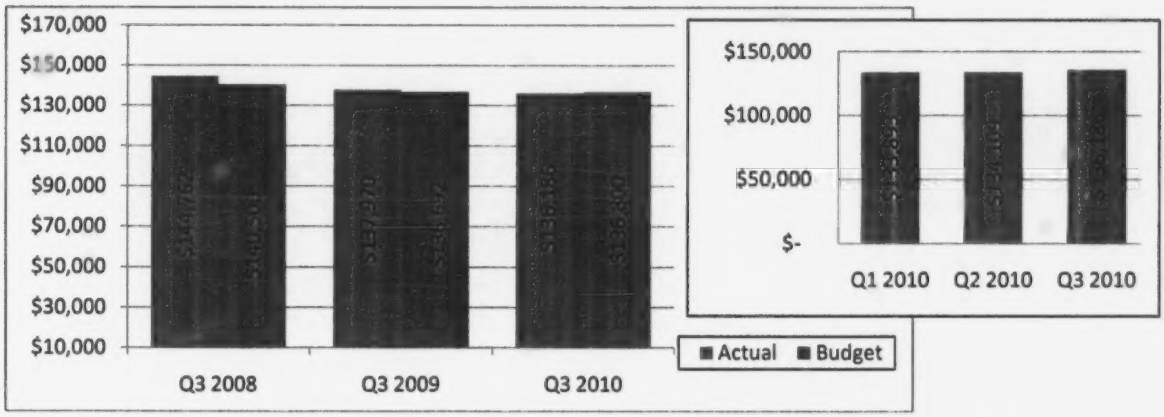
Advertising, Fundraising and Sponsorship Revenue	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
Advertising Revenue	$ 46,722	$ 43,070	$ 35,436	$ 41,800	$ (6,364)	$ 112,788	$ 121,000	$ (8,212)
Fundraising/Sponsorship	$ 98,040	$ 94,900	$ 100,750	$ 95,000	$ 5,750	$ 291,400	$ 289,700	$ 1,700
Total Revenue	$ 144,762	$ 137,970	$ 136,186	$ 136,800	$ (614)	$ 404,188	$ 410,700	$ (6,512)

Sponsorship revenue was above budget for the quarter due to the early commitment of sponsorship of the Cruisin' Clubhouse and community public skates.

The variance in advertising revenues is as a result of the Advertising and Sponsorship Coordinator position being vacant for several months. In September, a new Advertising and Sponsorship coordinator was hired to renew the focus on advertising sales.

Throughout the quarter, the new City logo has been incorporated in to many elements of the Servus Place visual identity including; a new information kiosk in the entrance, program guides, name tags, print advertising, internal signage, the website and the member and staff newsletters.

Advertising and Sponsorship

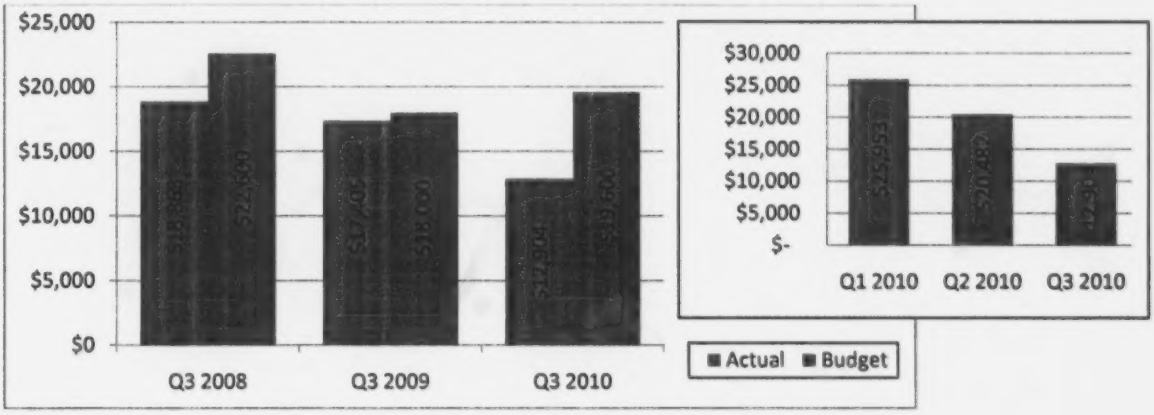


Commissions & Vending

Commissions and Vending	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
Vending Commission	$ 11,957	$ 11,526	$ 4,908	$ 11,900	$ (6,992)	$ 33,472	$ 40,500	$ (7,028)
Locker Total Revenue	$ 6,320	$ 4,885	$ 6,540	$ 7,700	$ (1,160)	$ 21,780	$ 22,700	$ (920)
Guest Services	$ 591	$ 542	$ 798	$ -	$ 798	$ 1,898	$ -	$ 1,898
Miscellaneous	$ -	$ 451	$ 658	$ -	$ 658	$ 2,189	$ -	$ 2,189
Total Revenue	**$ 18,868**	**$ 17,405**	**$ 12,904**	**$ 19,600**	**$ (6,696)**	**$ 59,339**	**$ 63,200**	**$ (3,861)**

The variance in commissions and vending is due to lower than anticipate vending commissions.

Commissions & Vending Revenue



Expense Analysis

Total expenses for Q3 2010 are $1,934,612. Total expense variance for Q3 was $5,312 (0.3%) above budget projections.

* Personnel Costs are below budget projections by $8,592 (-0.8%).
* Contracted & General Services are below budget projections by $39,886 (-21.3%).
* Utilities are above budget projections by $34,205 (18.7%).
* Materials, Goods & Supplies are below budget projections by $23,560 (-19.9%).
* Transfer to Reserves is above budget by $2,772 (54.4%)
* Transfer to Operations - Aquatics is above budget projections by $60,788 (31.3%).
* Transfer to Operations - Public Works is below budget projections by $20,435 (-11.2%).

Total expenses for YTD 2010 are $5,601,681. Total expense variance for YTD 2010 was $11,719 (-0.2%) below budget projections.

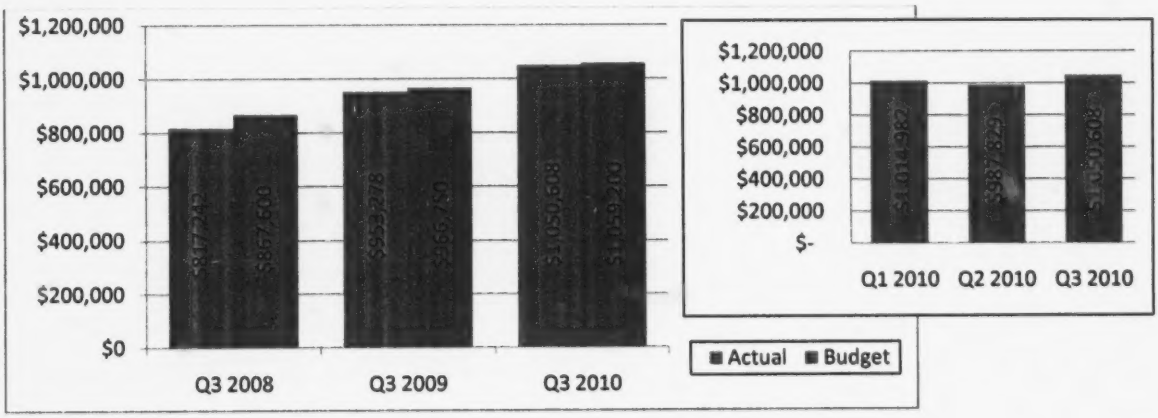
* Personnel Costs are above budget projections by $41,219 (1.4%).
* Contracted & General Services are below budget projections by $73,642 (-13.4%).
* Utilities are above budget projections by $23,662 (3.9%).
* Materials, Goods & Supplies are below budget projections by $65,987 (-20.2%).
* Transfer to Reserves is above budget by $19,717 (116.0%)
* Transfer to Operations - Aquatics is above budget projections by $53,877 (9.7%).
* Transfer to Operations - Public Works is below budget projections by $10,565 (-1.9%).

Personnel Costs

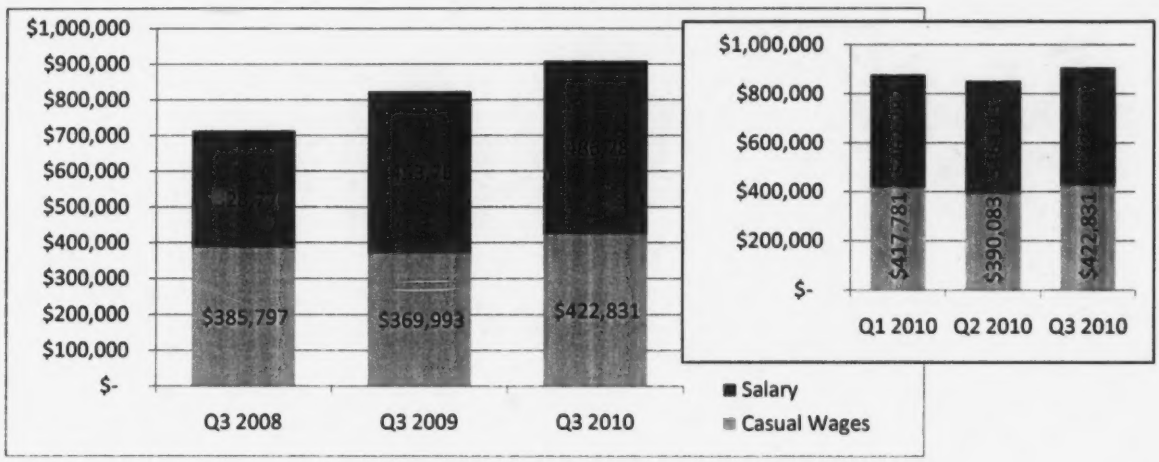
Personnel Costs	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
Salary	$ 328,770	$ 453,761	$ 486,789	$ 470,800	$ 15,989	$1,413,508	$1,413,200	$ 308
Casual Wages	$ 385,797	$ 369,993	$ 422,831	$ 411,100	$ 11,731	$1,230,695	$1,155,700	$ 74,995
Total Salary/ Casual Wages	**$ 714,567**	**$823,754**	**$ 909,620**	**$ 881,900**	**$ 27,720**	**$2,644,203**	**$2,568,900**	**$ 75,303**
Benefits	$ 102,675	$ 129,524	$ 140,901	$ 142,500	$ (1,599)	$ 409,129	$ 408,500	$ 629
Total Revenue	**$ 817,242**	**$953,278**	**$1,050,608**	**$1,059,200**	**$(8,592)**	**$3,053,419**	**$3,012,200**	**$ 41,219**

Increase in casual wages is due in part to the increase in programs being run and the additional need for casual staff to support the many events that were held in Q3 2010 and to maintain the cleanliness of the facilty with increased traffic volumes.

Personnel Costs



Salaries & Casual Wages



Personnel by Cost Centre	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
Administration	$ 51,831	$ 57,131	$ 63,320	$ 57,200	$ 6,120	$ 186,133	$ 171,700	$ 14,433
Operations	$ 157,961	$ 215,538	$ 222,994	$ 207,300	$ 15,694	$ 673,035	$ 632,000	$ 41,035
Recreation	$ 262,545	$ 142,822	$ 167,942	$ 200,900	$ (32,958)	$ 404,403	$ 443,100	$ (38,697)
Fitness	$ -	$ 157,712	$ 189,341	$ 150,100	$ 39,241	$ 595,189	$ 516,100	$ 79,089
Business & Marketing	$ 69,898	$ 49,887	$ 45,133	$ 51,000	$ (5,867)	$ 124,703	$ 153,100	$ (28,397)
Bookings and Events	$ -	$ 59,504	$ 60,699	$ 61,200	$ (501)	$ 190,380	$ 182,900	$ 7,480
Guest Services	$ 172,332	$ 141,160	$ 160,278	$ 154,200	$ 6,078	$ 470,447	$ 470,000	$ 447
Subtotal	**$ 714,567**	**$ 823,754**	**$ 909,707**	**$ 881,900**	**$ 27,807**	**$2,644,290**	**$2,568,900**	**$ 75,390**
Benefits	$ 102,675	$ 129,524	$ 140,901	$ 142,500	$ (1,599)	$ 409,129	$ 408,500	$ 629
Total Personnel Costs	**$ 817,242**	**$ 953,278**	**$1,050,608**	**$1,059,200**	**$ (8,592)**	**3,053,419**	**$3,012,200**	**$ 41,219**

Overall personnel costs are trending very close to budget. Staff vacancies throughout the year have contributed, in part, to cost centre variances.

Recreation personnel costs are under budget. This variance can be attributed to reduced budgeted program revenues associated with community summer camps.

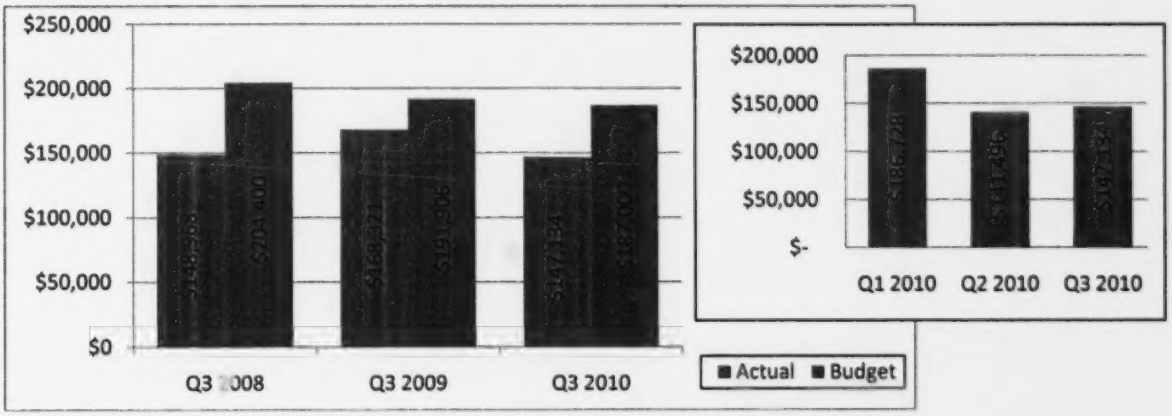
The variance in Fitness personnel costs can be attributed to the increased program participation which has resulted in higher than budgeted fitness lesson fee revenue.

Contracted & General Services

Contracted & General Services	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
	$ 148,968	$ 168,321	$ 147,134	$ 187,000	$ (39,866)	$ 475,358	$ 549,000	$ (73,642)

The Q3 variance in contracted and general services is mainly due to timing of initatives in advertising and promotion, development and training and repairs and maintenance. Servus Place anticipates that this account will come in on budget for 2010.

Contracted & General Services Expenses



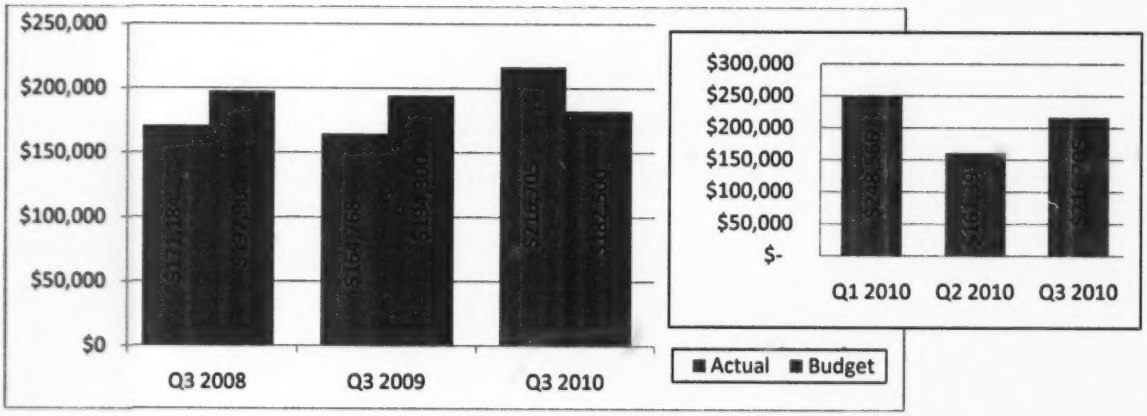
Utilities

Utilities	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
Natural Gas	$ 45,420	$ 26,402	$ 32,799	$ 28,500	$ 4,299	$156,608	$164,200	$ (7,592)
Water, Wastewater andSolid Waste	$ 16,944	$ 15,751	$ 23,897	$ 21,900	$ 1,997	$ 68,931	$ 68,200	$ 731
Electricity	$130,829	$117,894	$156,578	$126,100	$ 30,478	$392,659	$352,800	$ 39,859
Telephone and Cable	$(22,008)	$ 4,721	$ 3,431	$ 6,000	$ (2,569)	$ 8,464	$ 17,800	$ (9,336)
Total	**$171,184**	**$164,768**	**$216,705**	**$182,500**	**$ 34,205**	**$626,662**	**$603,000**	**$ 23,662**

The utility variance is primarily due to the increase in electricity usage due to increased facility use, longer ice service times and an ncreased cost per kWh.

The 2010 utilties indicated above are based on estimates due to the delay between receiving the utility bills and the monthly reporting. When the bills are received all previously used estimates will be updated with the actuals.

Utilities Expenses (Gas, Water and Electricity)

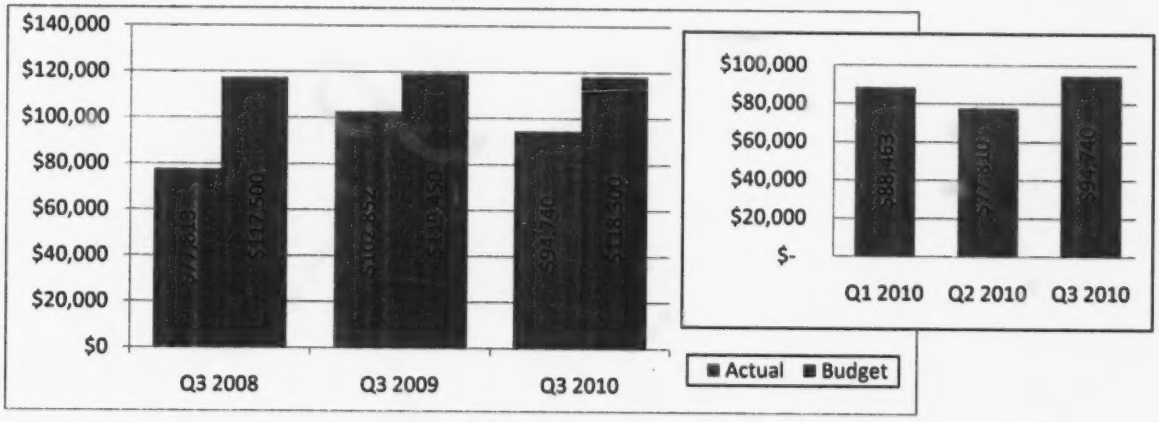


Materials, Goods & Supplies

Materials, Goods & Supplies	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
	$ 77,813	$ 102,852	$ 94,740	$ 118,300	$ (23,560)	$ 261,013	$ 327,000	$ (65,987)

Materials, goods and supplies are under budget due to decreased expenses in bank charges, operating supplies in Administration and program supplies in both Business & Marketing and Fitness. Servus Place anticipates this area will come in slightly under budget for 2010.

Materials, Good & Supplies Expenses



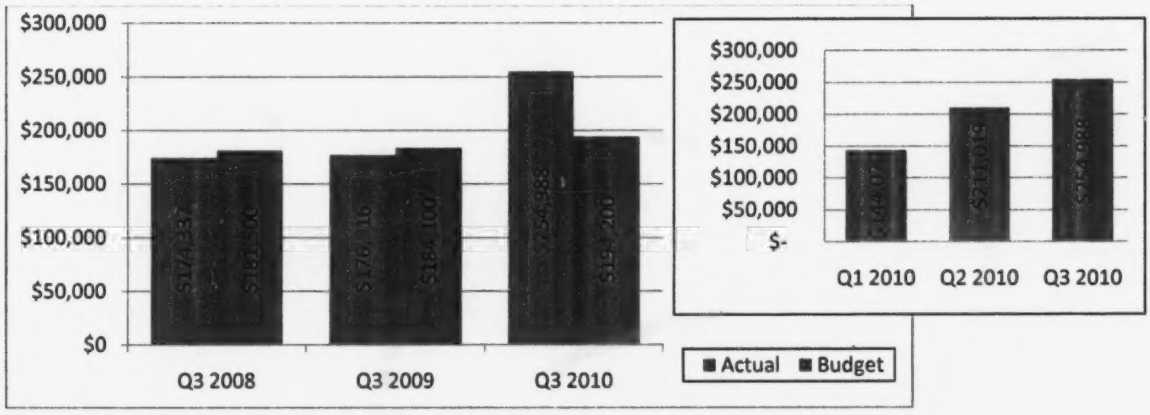
Transfer to Aquatics and Public Works

Internal Contracts	Q3 2008 Actual	Q3 2009 Actual	Q3 2010 Actual	Q3 2010 Budget	Q3 2010 Variance	YTD 2010 Actual	YTD 2010 Budget	YTD 2010 Variance
Aquatics Internal Contracts	$ 174,337	$ 176,916	$ 254,988	$ 194,200	$ 60,788	$ 610,077	$ 556,200	$ 53,877
Public Works Internal Contracts	$ 162,879	$ 159,642	$ 162,565	$ 183,000	$ (20,435)	$ 538,435	$ 549,000	$(10,565)
Total Internal Contracts	**$ 337,216**	**$ 336,558**	**$ 417,553**	**$ 377,200**	**$ 40,353**	**$1,148,512**	**$1,105,200**	**$ 43,312**

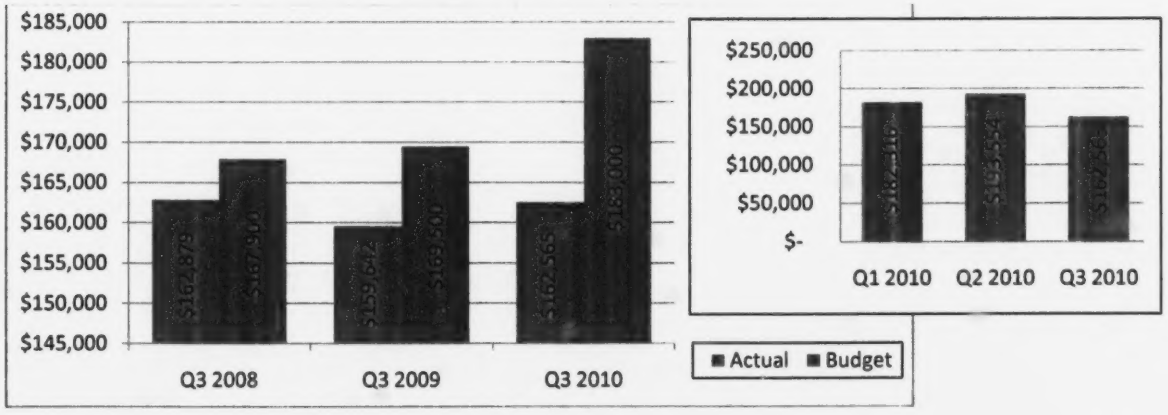
Transfer to Aquatic internal contract is over budget for Q3 due to additional costs associated with the repair and maintenance during the annual shut down . Aquatics Internal Contracts will end the year on budget.

Transfer to public works internal contracts is over budget due to timing of initiatives. It is anticipated that the transfer to public works will finish the year on budget.

Aquatics Internal Contracts



Public Works Internal Contracts



2010 Lifecycle, Capital and Infrastructure Report

Lifecycle Project	Estimated Completion Date	Status
Landscaping	September 01, 2010	100% complete
Painting within facility	August 01, 2010	100% complete
Replacement of plumbing fixtures	July 31, 2010	100% complete

Capital Projects 2010	Estimated Completion Date	Status
Servus Place Fitness and Wellness Expansion- Phase 1 Functional plan and conceptual design	December 2010	Work continues with CEI Architecture on the Conceptual Design and Feasibility Study for Servus Place. Work on developing a long term vision is complete. A short term plan and costing are currently being developed to support the long term vision.
Arena railing system	November, 2010	Maple Leaf Gold Manufacturing has been awarded the contract to supply this system. This system will be installed in the performance arena when required for major events.
Pulastic floor study	December 2010	CEI Architecture has provided some preliminary design and costing comments. Consultation is still required with the community.
Additional security cameras	July 2012	Start December 2010
Water Play Centre Murals	2011	Mural project planning continued with Cultural Services Staff and the development of a Call for Artists RFP.